



A SENIOR-LED CONTENT ENGINE

Your business deserves to be *found.*

40+ years of marketing experience. AI-powered execution. *One team accountable for your results.*

We reviewed your business. *Here's what we found.*

63%

of consumers Google a business before buying

38%

of searches now go to AI tools like ChatGPT

5×

more leads from consistent SEO content

✕ FINDING 01

Below page one

You rank below page 1 for your top local keywords. Competitors are capturing those customers.

✕ FINDING 02

Invisible to AI

ChatGPT and Perplexity don't mention you. When people ask AI for a recommendation, your competitors get cited.

✕ FINDING 03

Stale local profile

Your Google Business Profile is dormant — a direct local ranking signal most businesses ignore.

✕ FINDING 04

Compounding deficit

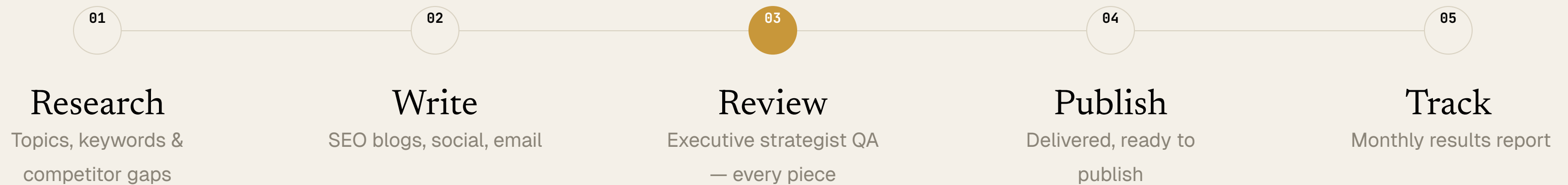
Every month without consistent content is a month competitors compound their advantage. The gap grows.

Platforms give you software.
Agencies give you account
managers. Nobody brings *40+*
years of marketing experience to
work exclusively for your local
business.

Until now.

A fully managed content engine. *Reviewed by a human. Runs on autopilot.*

We handle research, writing, quality review, and publishing — every single week. An executive strategist reviews every piece before it reaches you. You approve in minutes and watch your visibility grow.



 **An executive strategist reviews every piece before it reaches you** — the step that separates us from every AI marketing platform.

Six services. *One team.*

01

SEO Blog Posts

Weekly keyword-targeted articles published to your site. Every piece reviewed before it goes live.

02

Social Media Content

Monthly content calendar of captions and posts. You supply photos. We handle every word.

03

Email Newsletters

Regular newsletters to your list driving repeat bookings and promotions. Written in your voice.

04

Google Business Posts

4 posts/month keeping your listing active — a local SEO signal most businesses ignore.

05

SEO Optimization

Every piece mapped to real search terms. Rankings compound over time.

06

NEW

AI Search Visibility

Written so ChatGPT and Perplexity cite your business. We track whether it's working monthly.

You stay in control. *Always.*

A common question: "Do I have to give you access to my accounts?" The short answer is **no** — not unless you want to. We start at Phase 1 and move forward together based on your comfort level.

PHASE 1 WE START HERE 01

We deliver, you publish

No access needed

- ✓ Blog post as formatted doc
- ✓ Social captions in a calendar
- ✓ Newsletter as a draft
- ✓ You hit publish on your schedule

PHASE 2 02

We schedule, you approve

Limited access via tools

- ✓ Buffer / Later collaboration
- ✓ No passwords ever shared
- ✓ You approve before posting
- ✓ Full visibility and control

PHASE 3 03

Fully automated

Optional — your choice

- ✓ Direct CMS editor access
- ✓ Secure credential sharing
- ✓ Full autopilot delivery
- ✓ Monthly reports only

When someone asks AI "where should I go?" —*you need to be the answer.*

● CHATGPT LIVE · TUESDAY 9:42 AM

What's the best [business type] near me?

Based on expert reviews and authoritative content across the web,
[Your Business] is widely recommended for [your specialty]

● Cited from your content. This is the goal.

- 01 **Authoritative language**
Clear, declarative statements that AI systems extract and cite verbatim.

- 02 **FAQ-style content**
Every post includes questions matching how people talk to AI assistants.

- 03 **Schema markup**
Structured data tells AI crawlers exactly what your business is and does.

- 04 **Monthly citation check**
We track whether ChatGPT, Perplexity & Google AI cite you — and report monthly.

AI platforms give you software. *We give you a strategist.*

	AI MARKETING PLATFORM	TRADITIONAL AGENCY	FREELANCER	SALTPPOINT
Delivery speed	Instant (you do it)	2–4 weeks	1–2 weeks	24–48 hrs
Fully managed	—	✓	Partial	✓
Executive strategist review	—	Sometimes	—	✓
AI search optimized	Generic	Rarely	—	✓
AI citation monitoring	—	—	—	✓
Competitor intel briefing	—	Extra cost	—	✓
Monthly reporting	Dashboard only	Sometimes	Rarely	✓
Price	\$699+/mo	\$3–8K/mo	\$500–2K/mo	From \$1,500

The businesses that act now *will own their market* by 2027.

TODAY

Most local businesses have no consistent content strategy

6 MONTHS

Consistent publishers begin ranking on page 1 for local keywords

12 MONTHS

AI systems begin citing established content authorities in answers

18+ MONTHS

Late movers pay 3–5× more to compete with entrenched leaders

The compounding effect.

Every piece of content you publish today is an asset that earns attention for years. Every week you wait, a competitor captures that ground instead.

Three things our competitors *don't offer at any price.*

ALL TIERS

01

Google review response drafts

Every new review your business receives gets a personalized draft response within 48 hours. You approve and post.

Responding to reviews is a meaningful local SEO signal – most businesses never do it because nobody has time.

GROWTH & PRO

02

Monthly competitor intelligence

Every month we analyze what your top competitors published, which keywords they targeted, and where the content gaps are.

Delivered as a strategic briefing alongside your monthly report.

GROWTH & PRO

03

Monthly AI citation check

We run your business through ChatGPT, Perplexity, and Google AI each month to check whether you appear in AI answers.

And we report on what we're doing to improve your visibility.

You'll always know *exactly what's working.*

Every client gets a baseline measurement **before** we publish anything — so all growth is provably attributable to our work. A real person interprets the data and tells you what it means.

METRIC 01

Google Analytics

Organic traffic

Google Analytics tracks every visitor. We show you the before-and-after trend monthly — in plain English, not a data dump.

METRIC 02

Search Console

Keyword rankings

Search Console shows exactly which terms you rank for and how positions move over time.

METRIC 03

Saltpoint Monitor

AI citation monitoring

Monthly check whether ChatGPT, Perplexity, and Google AI are citing your business in answers.

METRIC 04

Attribution layer

Business outcomes

We track inbound enquiries from organic sources and tie them back to specific content pieces.

Simple, transparent pricing. *A real person behind every tier.*

<p>TIER</p> <h2>Essentials</h2> <p>\$ 1,500 / mo</p> <p><i>Best for getting started</i></p> <hr/> <p>EXECUTIVE STRATEGIST INCLUDED</p> <ul style="list-style-type: none">✓ 1 SEO blog post / mo✓ 8 social posts / mo✓ 1 email newsletter / mo✓ 2 Google Business posts / mo✓ Monthly analytics report✓ Dedicated Slack channel✓ 1 revision round per piece	<p>TIER</p> <h2>Starter</h2> <p>\$ 2,500 / mo</p> <p><i>Ready to grow</i></p> <hr/> <p>EXECUTIVE STRATEGIST INCLUDED</p> <ul style="list-style-type: none">✓ 2 SEO blog posts / mo✓ 12 social posts / mo✓ 2 email newsletters / mo✓ 2 Google Business posts / mo✓ Monthly analytics report✓ Dedicated Slack channel✓ 1 revision round per piece	<p>★ MOST POPULAR</p> <h2>Growth</h2> <p>\$ 3,500 / mo</p> <p><i>Most popular</i></p> <hr/> <p>EXECUTIVE STRATEGIST INCLUDED</p> <ul style="list-style-type: none">✓ 4 SEO blogs / mo✓ 20 social posts / mo✓ 4 email newsletters / mo✓ 4 Google Business posts / mo✓ Monthly analytics report✓ Competitor monitoring✓ Keyword ranking tracking✓ GEO (AI Search) optimization✓ Dedicated Slack channel✓ Unlimited Revisions	<p>TIER</p> <h2>Pro</h2> <p>\$ 5,000 / mo</p> <p><i>Maximum output</i></p> <hr/> <p>EXECUTIVE STRATEGIST INCLUDED</p> <ul style="list-style-type: none">✓ 8 SEO blogs / mo✓ 30 social posts / mo✓ 4 email newsletters / mo✓ 4 Google Business posts / mo✓ Monthly analytics report✓ Competitor monitoring✓ Keyword ranking tracking✓ GEO (AI Search) optimization✓ Schema Markup✓ Full competitor audit✓ Dedicated Slack channel✓ Unlimited Revisions
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Hiring individually costs more — *and still falls short.*

DIY — HIRING INDIVIDUALLY

Content writer	\$800 - \$1,600
Social media manager	\$1,500 - \$2,500
SEO agency (basic)	\$1,000 - \$2,500
Email marketing freelancer	\$500 - \$1,000
Google Business profile manager	\$300 - \$600
Analytics & reporting	\$300 - \$600
DIY total	\$4,400 - \$8,800

vs.

SALTPPOINT GROWTH — ALL-IN

\$3,500
per month, all in

- ✓ Executive strategist on every piece
- ✓ AI search optimized
- ✓ Everything in one retainer
- ✓ Month-to-month — no contracts

YOU SAVE

\$900 - \$5,300_{mo}

No executive strategist. No AI search optimization. No unified monthly reporting. Six contractors to manage.

Three spots. *First come, first served.*

We're opening 3 Founding Partner spots this month. You get the full Growth-tier service at **\$1,000 for your first month** — then \$3,500/mo after that, no contracts. In exchange we ask for an honest testimonial. That's it.

\$1,000 *first month.*
Then \$3,500/mo. Cancel anytime.

WHAT'S INCLUDED

- ✓ 4 SEO blog posts / month — your keywords, your market
- ✓ 20 social media posts — captions, ready to publish
- ✓ 4 email newsletters + Google Business posts
- ✓ Monthly competitor intel briefing
- ✓ Monthly analytics + AI citation report
- ✓ Every piece reviewed by an executive strategist

THE ONLY ASK

An honest testimonial. You approve what we share. No contracts — cancel anytime after month one.

GET STARTED

You're not hiring a platform. *You're hiring a team.*

HOW IT GOES

- 01 You fill out a 10-minute brand voice form
- 02 We research your market, competitors and opportunities
- 03 Your content package arrives within the week — executive strategist reviewed
- 04 You review, request any edits, and it goes live

THE PITCH IN THREE LINES

Forty years. One retainer. Your results.

DIRECT CONTACT

Nick
nick@saltpoint.ai

ONLINE

saltpoint.ai
Replies within 24 hrs